

Cultural Plan Update

Town Hall Meeting

7:00 pm – 9:00 pm



PLEASANTON

Welcome!

Introductions

1. *Your Name*
2. *Your Primary Affiliation*



Make sure we get your contact information tonight!

David Plettner-Saunders

Jerry Allen

The Cultural Planning Group

Tonight's Agenda

1. *Overview of the Cultural Plan Update*

- *Purpose and Process*
- *Initial Observations*
- *Citizen Survey Findings*

2. *Café Table Discussions*

- *Eight Questions/Eight Tables*
- *Rotate to Three Tables—Your Choice*
- *Report-backs to Whole Group*

3. *Meeting Summary and Next Steps*



Overview: Philosophy

Communities have the right of cultural self-determination.

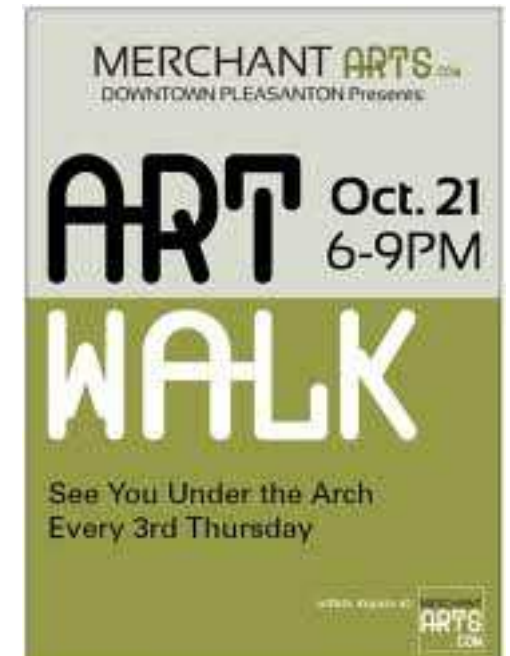
Cultural planning exists to serve the cultural needs of the community.

Community consensus is an essential goal of cultural planning.



Overview: Purpose

- What should the cultural life of the community become in the next 5 – 10 years?
 - What's good now?
 - How can it be improved?
- Role of the City & role of community partners
- Specific areas of interest:
 - Facilities
 - Children and youth
 - Communications and participation
 - Reflecting the diversity of Pleasanton's population
 - Programming
 - Resource development
 - Downtown Pleasanton



Overview: Steering Committee

Lucy Brillhart, Creatures of Impulse

Rebecca Bruner, Pleasanton Cultural Arts Council Board

Dirk Christiansen, Pleasanton Downtown Association

Kellene Cousins, Library Commissioner

Michele Crose, Community Services Manager, City of Pleasanton

Karen De Baca-Martens, Vice Chair of Civic Arts Commission

Kelsey Hartman, Pleasanton Unified School District Arts Teacher

Sandra Jellison, Museum on Main Board

Ted Kinzer, Parks & Recreation Commissioner

Tegar McLane, Civic Arts Commission Chair

Jim Ott, former Poet Laureate for Pleasanton

Linda Jeffrey Sailors, Pleasanton Art League President

Olivia Sanwong-Handerson, Economic Vitality Committee

Alma Spring, Mount Diablo Unified School District

Joan Tenbrink, former Civic Arts Commissioner and public art committee

Yandi Wu, Youth Commissioner

Staff

Julie Finegan, Visual Arts Coordinator, Firehouse Arts Center

Michelle Russo, Firehouse Arts Center Staff

Overview: Desired Outcomes

- Cultural “roadmap”
- Existing conditions, inventories & services
- Financial plan
- Action plan
- Community presentations
- City Council approval
- Community consensus



Overview: Methodology

Phase I: Project Initiation (completed)

Phase II: Community Engagement & Assessment (February – May)

Phase II: The Plan—Vetting and Adoption (June – September)



Initial Observations

- *Well-established “culture of planning”*
- *1998 cultural plan and subsequent plans for public and cultural facilities*
- *Arts and culture integrated into economic development, tourism, youth development, quality of life and downtown vitality*



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- *Need for greater implementation*
- *City demographics = profile of arts participants*
- *Collection of city-owned cultural facilities*

Personal arts participation

Arts and cultural activities residents do...

Read books (81%)

Take photographs (68%)

Play a musical instrument (28%)

Crafts - ceramics, quilting, woodworking (24%)

Make movies/design on computer (24%)

Draw or paint pictures (18%)

Write stories or poems (15%)

Dance socially (12%)

Take dance lessons (11%)

Sing in choir/group (8%)

Perform in plays and/or musicals (8%)

Write or perform songs or rap (7%)



Attendance

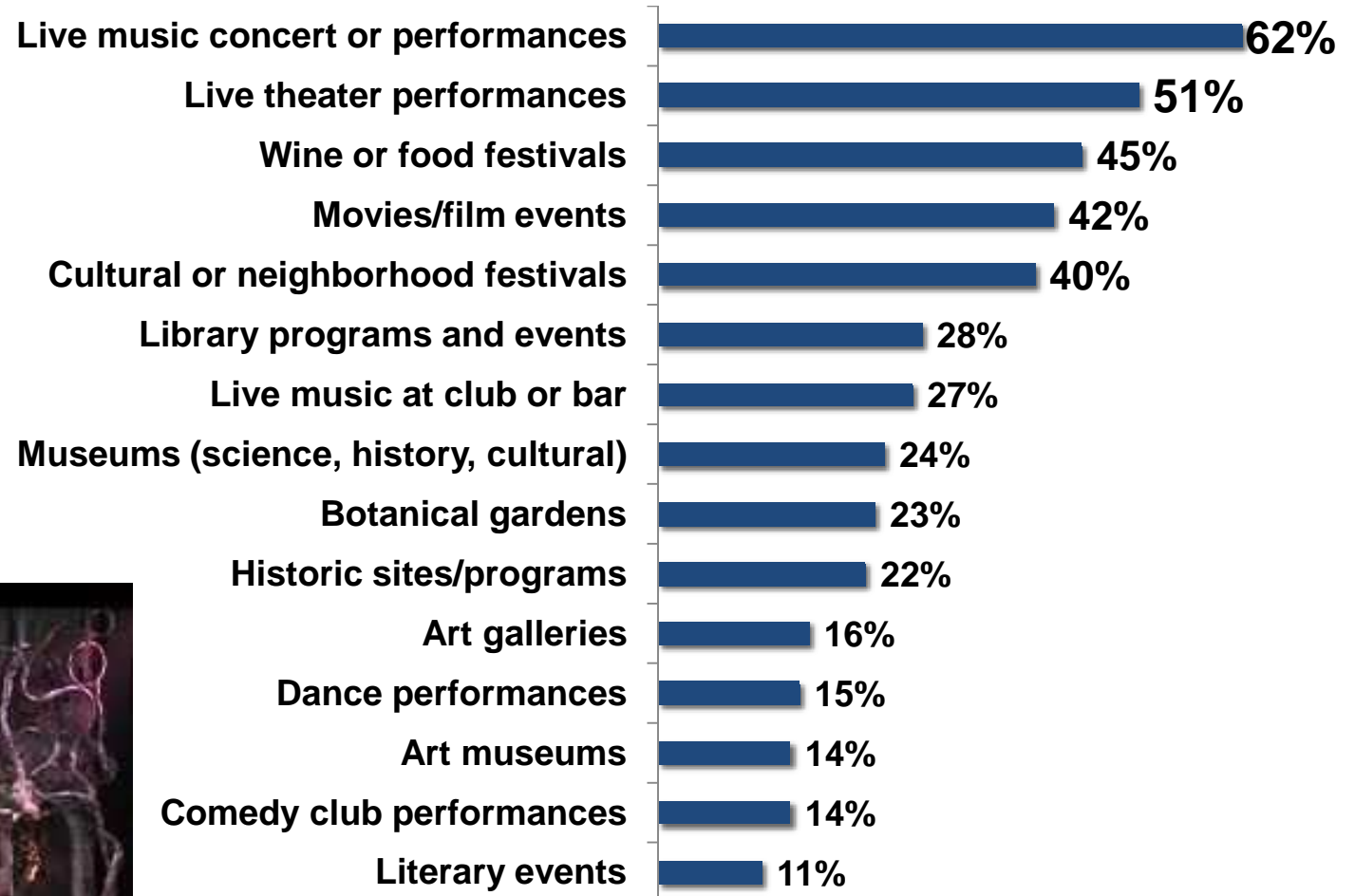
How often do you attend or visit any of the following?

		IN PLEASANTON	ELSEWHERE
Parks Botanical Gardens	Frequently/Sometimes	83%	78%
	Rarely/Never	17%	22%
Library	Frequently/Sometimes	76%	31%
	Rarely/Never	24%	69%
Cultural or neighborhood festival	Frequently/Sometimes	62%	53%
	Rarely/Never	38%	47%
Live music concert or performance	Frequently/Sometimes	61%	73%
	Rarely/Never	39%	27%
Live theatre performance	Frequently/Sometimes	52%	72%
	Rarely/Never	48%	28%
Wine or food festival	Frequently/Sometimes	50%	59%
	Rarely/Never	50%	41%
Historic Sites	Frequently/Sometimes	42%	72%
	Rarely/Never	58%	28%
Art Gallery or art museum	Frequently/Sometimes	40%	62%
	Rarely/Never	60%	38%
Movies	Frequently/Sometimes	37%	74%
	Rarely/Never	63%	26%
Museums (science or history)	Frequently/Sometimes	28%	72%
	Rarely/Never	72%	28%
Live music at a club or bar	Frequently/Sometimes	27%	40%
	Rarely/Never	73%	60%
Comedy Club Performance	Frequently/Sometimes	20%	14%
	Rarely/Never	80%	86%
A literary event (such as a poetry reading or author	Frequently/Sometimes	19%	20%
	Rarely/Never	81%	80%
A dance performance	Frequently/Sometimes	15%	33%
	Rarely/Never	85%	67%



Residents desire more...

What do you want see more of in Pleasanton?



*



What residents want to see in the future...

- More variety of activities and more of an arts scene
- More galleries, arts events, live music events
- Focus and improve on downtown activities
- More activities for youth
- Enhance quality and sophistication (comparison to Livermore)
- Enhancement of community facilities - the library, museum and Amador Theater
- A larger venue to enliven downtown and accommodate larger, better quality events



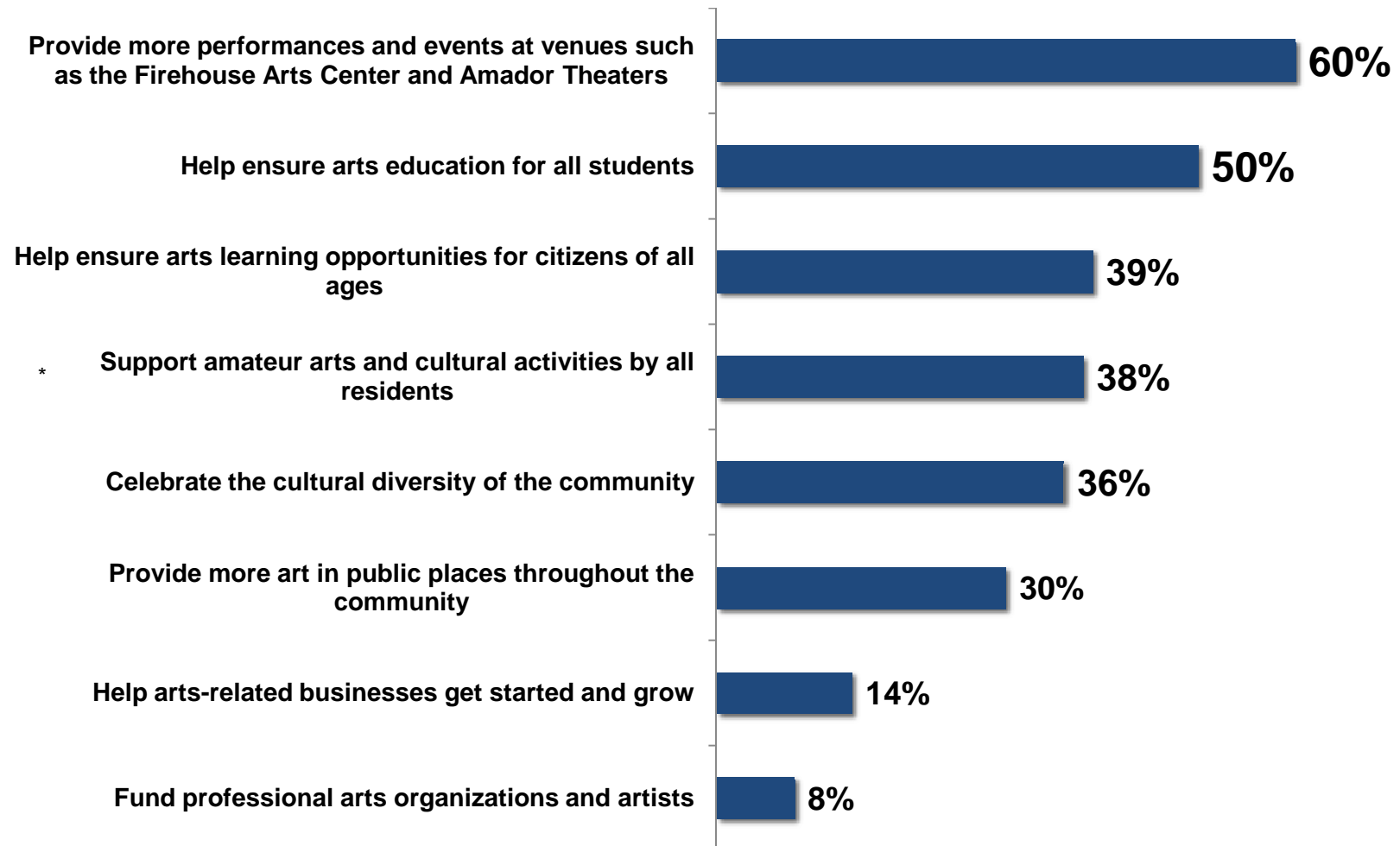
Celebrating cultural diversity

- **Strong agreement that Pleasanton should celebrate cultural diversity**
 - With a variety of definitions...
 - Celebrate heritage as well as culture
- **How?**
 - Festival and community celebrations
 - Integrating performing arts, food and cultural traditions
 - Incorporate cultural elements into existing city celebrations
 - More inclusion of children and young adults
 - Build on cultural events held at schools



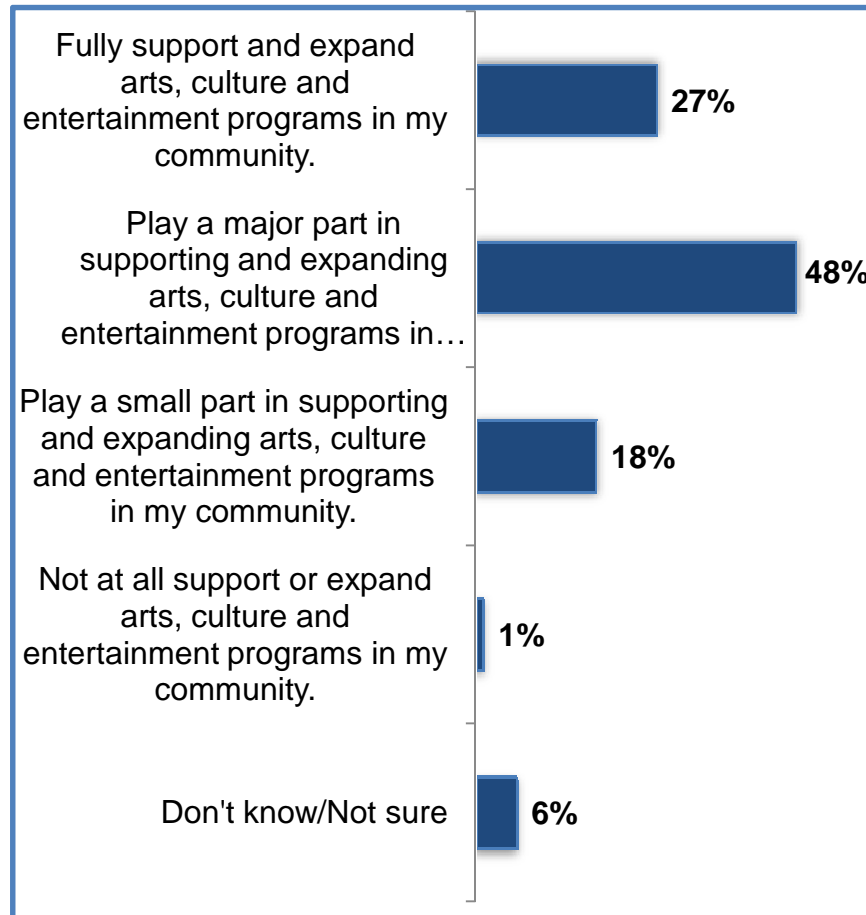
What the City should focus on...

What are the most important things the City of Pleasanton should focus on to meet citizens' arts and cultural needs in the community?



City role and tax support

I think the City of Pleasanton should...



How favorable are you to spending...

\$5 annually...?

76% Favorable ~ 19% Unfavorable

\$10 annually...?

69% Favorable ~ 23% Unfavorable

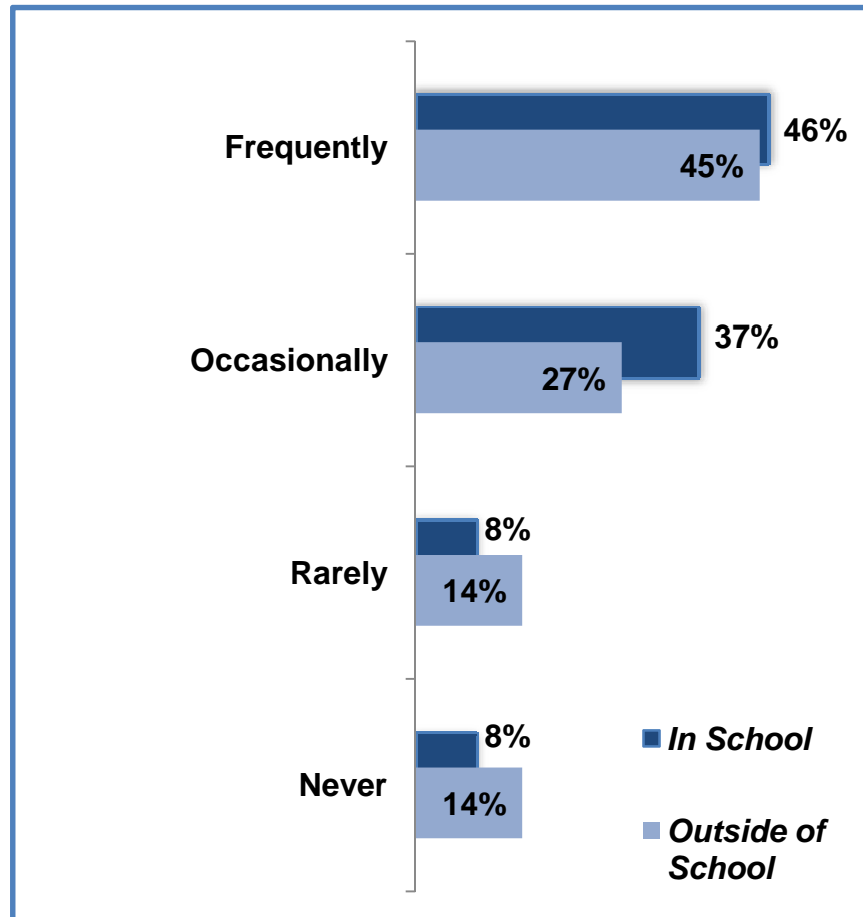
\$25 annually...?

53% Favorable ~ 34% Unfavorable

How favorable are you to spending \$5, \$10 or \$25 in local taxes annually (per household) if it went directly toward supporting arts and cultural activities, programs, and facilities in Pleasanton?

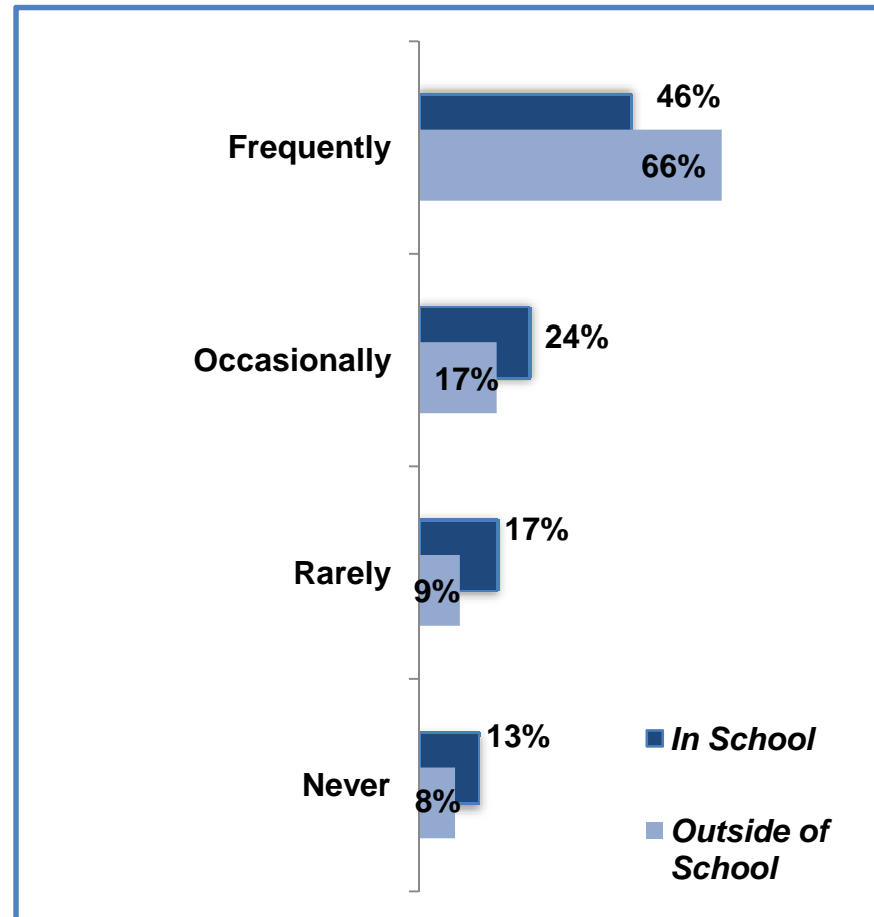
Child Activities

Arts Activities



Does any child in your household participate in an arts activity (such as painting, drawing, music, dance, drama, creative writing, video/movie making, photography, etc.)?

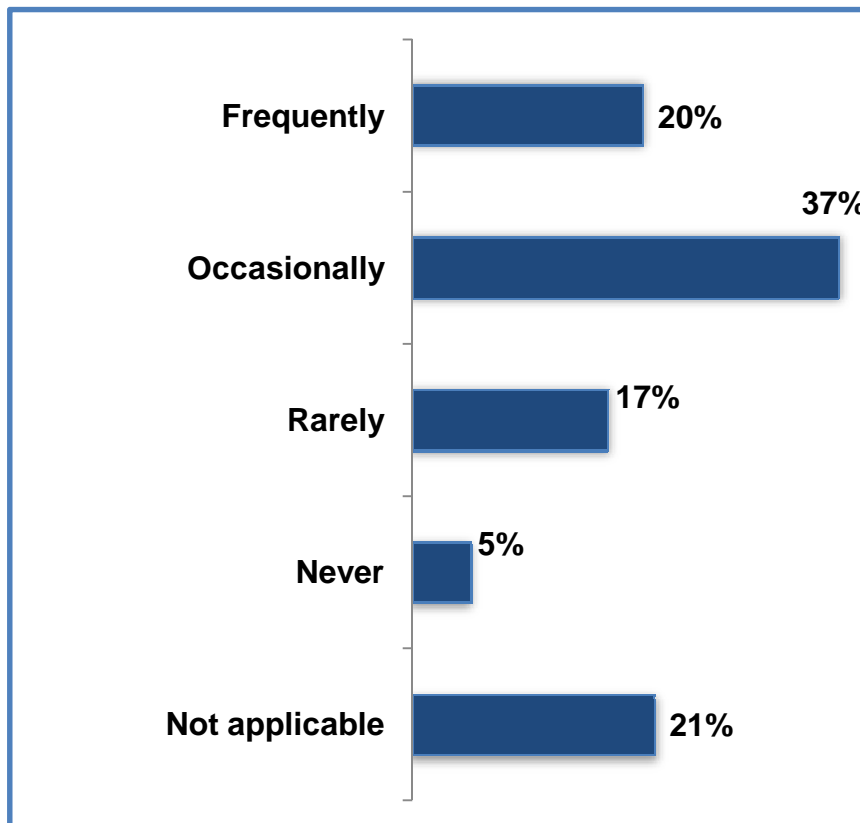
Sports Activities



Does any child in your household participate in a sports activity?

Child Activities

How often do you take children with you to arts and cultural activities?



Some of the favorite places

- *Firehouse Arts Center*
- *Concerts in the park*
- *Amador Theater*
- *Creatures of Impulse performances*
- *The Farmer's Market*
- *Museum on the Main*
- *Library events*
- *Downtown events*
- *The parks and playgrounds (sports, aqua, trails)*



Café Table Discussion

How It Works

- *Eight Questions/Eight Tables*
- *Rotate to Three Tables—Your Choice*
- *15 Minutes Per Table*
- *Take notes*
- *Report-backs to Whole Group*



Café Table Topics

1. *Pleasanton's Cultural Strengths & Character*
2. *What's Missing in Pleasanton's Cultural Life*
3. *Cultural Facilities*
4. *Reflecting Diversity*
5. *Public Art*
6. *Downtown & Nightlife*
7. *Arts Education in Schools and Community Settings*
8. *Other Topics?*

Meeting Summary & Next Steps

- Draft Plan in June
- E-distribution of draft plan to community
- Vetting by staff, community, steering committee, city council, commissions
- Your comments & suggestions
- Second Town Hall (June)
- Final Plan—incorporating changes
- Workshop for implementing partners
- Council adoption in September
- Kick-off and implementation

